

Property Number: entered by HPD  
LA Numbers(s):  
HCPI Number(s):

**APPLICATION FOR REGISTRATION  
NEW MEXICO STATE REGISTER OF CULTURAL PROPERTIES**

Historic Preservation Division  
Bataan Building  
407 Galisteo Street, Suite 236  
Santa Fe, New Mexico 87501  
(505) 827-6320

1. **Name of Property:** Carlsbad Downtown Historic District  
Other Name(s) for Property: N/A

2. **Location of Property:**  
County: Eddy  
Municipality: Carlsbad  
Address or Rural Location: Roughly bound by Stevens Street on the north, Main Street on the east, Greene Street on the south, and Halagueno Street on the west.  
Congressional District: 2  
Vicinity of:

3. **Ownership of Property:** (Check one or more as appropriate)  
Private:  State:  Federal:  Multiple:   
Not for Publication:      Zip:

Name: List of property owners with HPD  
Address:      Zip:  
Name:      Zip:  
Address:      Zip:

Occupant, Tenant, Manager, or Contact:  
Name:      Zip:  
Address:      Zip:

4. **Accessibility of Property:**  
Open to      Not Open      Visible from a  
the Public:       to the Public:       Public Thoroughfare:

5. **Location of Legal Description for Property:**  
Courthouse, Deed Registry, etc.:  
Street and Number:  
City, Town, Zip Code:

6. **Category of Property:**  
District:  Buildings:  Structure:  Site:   
Object:  Collection:  Other (Specify):   
Historic District:

7. **Present Use of Property:** (Check one or more as appropriate)  
Agricultural:  Governmental:  Museum:  Scientific:   
Commercial:  Grazing:  Park:  Transportation:   
Educational:  Industrial:  Residential:  Work in Progress:   
Entertainment:  Military:  Religious:  Other (Specify):

- 8. Present Condition of Property:** (Check one or more as appropriate)
- |            |                                     |               |                          |             |                          |             |                          |
|------------|-------------------------------------|---------------|--------------------------|-------------|--------------------------|-------------|--------------------------|
| Excellent: | <input type="checkbox"/>            | Deteriorated: | <input type="checkbox"/> | Altered:    | <input type="checkbox"/> | Moved:      | <input type="checkbox"/> |
| Good:      | <input checked="" type="checkbox"/> | Ruins:        | <input type="checkbox"/> | Unaltered:  | <input type="checkbox"/> | Date Moved: | <input type="checkbox"/> |
| Fair:      | <input type="checkbox"/>            | Unexposed:    | <input type="checkbox"/> | Vandalized: | <input type="checkbox"/> |             |                          |

- 9. Present and Original Physical Appearance of Property:** Provide a detailed description of the archaeological and/or architectural features present, include construction dates, dates of significant alterations, extent of any vandalism, etc. **Use one or more continuation sheets.**

- 10. Summary of Property Data:**  
 Period of Significance: 1890 - 1959  
 Significant Dates: 1890, 1891  
 Culture/Period/Phase:  
 Architect/Builder:

- 11. Thematic Classification** (Check one or more as appropriate)
- |                              |                                     |                             |                          |                             |                                     |
|------------------------------|-------------------------------------|-----------------------------|--------------------------|-----------------------------|-------------------------------------|
| Archaeology-<br>Prehistoric: | <input type="checkbox"/>            | Economics:                  | <input type="checkbox"/> | Philosophy:                 | <input type="checkbox"/>            |
| Archaeology-<br>Historic:    | <input type="checkbox"/>            | Education:                  | <input type="checkbox"/> | Politics/<br>Government:    | <input checked="" type="checkbox"/> |
| Agriculture:                 | <input type="checkbox"/>            | Engineering:                | <input type="checkbox"/> | Religion:                   | <input type="checkbox"/>            |
| Architecture:                | <input checked="" type="checkbox"/> | Exploration:                | <input type="checkbox"/> | Science:                    | <input type="checkbox"/>            |
| Art:                         | <input type="checkbox"/>            | Industry:                   | <input type="checkbox"/> | Sculpture:                  | <input type="checkbox"/>            |
| Commerce:                    | <input checked="" type="checkbox"/> | Invention:                  | <input type="checkbox"/> | Settlement:                 | <input type="checkbox"/>            |
| Communications:              | <input type="checkbox"/>            | Landscape-<br>Architecture: | <input type="checkbox"/> | Social/<br>Humanitarianism: | <input type="checkbox"/>            |
| Community-<br>Planning:      | <input checked="" type="checkbox"/> | Law:                        | <input type="checkbox"/> | Theater:                    | <input type="checkbox"/>            |
| Conservation:                | <input type="checkbox"/>            | Literature:                 | <input type="checkbox"/> | Transportation:             | <input type="checkbox"/>            |
|                              |                                     | Military:                   | <input type="checkbox"/> | Other (Specify):            | <input type="checkbox"/>            |
|                              |                                     | Music:                      | <input type="checkbox"/> |                             |                                     |

- 12. Significance of Property:** Trace significant archaeological or historical trends, developments, events, or historically significant persons associated with property, reference documentary sources, etc. **Use one or more continuation sheets.**

- 13. Bibliographical References:** Use a continuation sheet.

- 14. Geographical Information:**  
 Map Reference: (USGS 7.5' Quad)  
 Legal Description: (Describe to the nearest 1/4 1/4 1/4 Section (10 acres))
- |           |        |          |              |
|-----------|--------|----------|--------------|
| Township: | Range: | Section: | Subdivision: |
| Township: | Range: | Section: | Subdivision: |
| Township: | Range: | Section: | Subdivision: |
| Township: | Range: | Section: | Subdivision: |

Lot:                      Block:                      Plat:

Acreage of Property:

UTM Coordinates:

A.				B.			
C.				D.			

15. **Geographical Data**

**Verbal Boundary Description:** (Describe the boundaries of the property)

**Verbal Boundary Justification:** (Explain why the boundaries were selected)

16. **Photographs:** (Provide a log of archival B&W photographs submitted with nomination)

17. **Future Research Questions:** (If applicable, develop a list of questions that could be pursued by future researchers)

18. **Application Submitted By:**

Name: Heather Barrett

Date: March 31, 2009

Organization:

Address: 945 Hess Terrace , Las Cruces, NM

Zip: 88005

Phone: 575.523.1289

Inventory Data By: Heather Barrett (Documentation completed for NM MainStreet) Date: June 2007

19. **National Register Eligibility:**

Yes:  No:

Criteria A:  B:  C:  D:

Area of Significance:

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This Space for Cultural Properties Review Committee Use Only

Date Application Received: Complete:  Incomplete:

Committee Action:

State Register:

Tabled:

Date:

National Register Recommendation:

Rejected:

Approved:

Committee Chairman:

Date:

Comments:

CONTINUATION SHEET

Property:  
Section: 9 Page: 1

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**Description**

Carlsbad is situated in the plains of southeastern New Mexico at the northern tip of the Chihuahuan Desert. The town has a population of approximately 25,000 people. U.S. highways 285 and 180 intersect in town. The Texas border, located to the south and east, can be reached using either highway. The famous Carlsbad Caverns are located to the south, approximately twenty miles from town, and the Guadalupe Mountains straddle the Texas-New Mexico border to the south.

The nominated area includes several prominent buildings that are already listed in the National Register, including the Eddy County Courthouse, the Federal Building, and the former First National Bank building (NHL). Commercial and industrial areas are located to the south, and residential neighborhoods are located to the north and west of the district. The Pecos River skirts the town immediately to the east, and has played a pivotal role in the town's history. The original townsite was developed on a flat grid system with wide streets, sidewalks, and curbs. Today, there is diagonal parking in front of most commercial spaces. The streets are eighty feet wide, and each block is divided by a twenty-foot alley in the center, running north-south. The commercial lots measure approximately 25 feet wide by 150 feet deep.

The Carlsbad Downtown Historic District is roughly bound by Stevens Street on the north, Main Street on the east, Greene Street on the south, and Halagueno Street on the west. The railroad runs along the eastern boundary, and the historic depot survives. Main Street is no longer the center of the district, but rather Canal Street (Highway 285) serves as the major thoroughfare through the commercial area, and the district extends to the east and west of the roadway. The nominated area includes approximately twenty-five acres. The majority of the commercial resources in this area were constructed between 1890 and 1959. Of the \_\_\_ resources within the district, \_\_\_ buildings are considered contributing.

The district contains a variety of buildings that reveal the major historical themes of the town, including: the 1890 First National Bank, later known as the Carlsbad Irrigation District building; the Eddy County Courthouse and square; the circa 1905 IOOF Lodge; the Physicians and Surgeons Hospital built in 1937; and, the 1951 Cavern Theater. Today, the district contains a variety of retail shops such as the Old Pecos Gallery, Jill's Fabrics, and Lehman's Paint Store. It includes numerous professional offices for physicians and dentists, lawyers, accountants, and insurance agents. There are several banking institutions, predominantly modern construction.

**Present and Original Physical Appearance of District**

With its late nineteenth and early to mid-twentieth century building stock, the Carlsbad Downtown Historic District retains its historic feel and associations. The buildings range from one to three stories, mostly brick construction covered with stucco. The modes of architectural expression include the Decorative Brick Commercial style, Art Deco, and a surprisingly large sampling of period Revival styles, including the early twentieth-century Pueblo and Spanish Colonial Revivals.

The former First National Bank, later the Carlsbad Irrigation District building, at **201 South Canal Street** is Carlsbad's most significant extant structure (Photo 1). It was registered as a National Historic Landmark in the mid-1960s. Influenced by the Romanesque Revival style, the two-story brick building includes cast-iron sills, columns, door surrounds, cornices, and pediments by Scherpe & Koken of St. Louis, Missouri. Many of the

CONTINUATION SHEET

Property:

Section: 9 Page: 2

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features are stamped with the company's name. The brick pattern is 6:1 common bond. The north elevation features paired one-over-one double hung windows with segmental arches and two single-leaf wood and glass doors (paired) with transoms on the first story. The windows include cast-iron sills and decorative star cut-outs in the arches. A cast-iron cornice divides the stories. The second story of this elevation includes paired one-over-one double hung windows crowned by brick arches with a decorative brick band that serves as a continuous sill and lintel.

Elaborate cast-iron columns adorned with a pediment highlight the corner entrance at West Fox and South Canal streets. This arrangement frames the grand double-leaf wood and glass doors. This corner entrance bay is distinguished by a pyramidal roof and flagpole. Large windows flank the entrance. The east elevation, which fronts the major thoroughfare, includes a central set of double-leaf wood doors that provide access to stairs to the second floor. The second story is marked by single, paired, and tripled arched one-over-one double hung windows. The configuration and treatment is similar to that found on the north elevation. Another double-leaf wood door with a fanlight window is located at the southeast corner. The south elevation includes three two-over-two double hung windows on the first and second stories. All openings are surmounted by segmental arches. The rear elevation also has several openings. The interior has wood floors, high baseboards, some pressed tin ceilings, ornate marble mantels, and handsome double-leaf wood doors separating some of the spaces. The building is currently undergoing an impressive restoration for use as a bistro and hotel.

Surprisingly, the district includes a variety of regional styles, including the Spanish Colonial and Pueblo Revivals. With its use of terracotta tile, heavy wood lintels, ornamental wood window screens, and corbelled posts, the two-story commercial building at **102-108 South Canyon Road** is influenced by the Spanish Colonial Revival style (Photo 2). The exterior is stucco with arched niches and wood trim around the openings. The building houses multiple stores and spans several lots. Sloped pilasters separate the stores and articulate the wall surface. Most of the storefronts have been modernized. Large plate glass windows rest on terracotta tiled bands. The second story includes groupings of nine-and twelve-pane fixed windows set in wood architraves. Wood lintels and corbelled posts frame some of the windows. Turned wood window screens cover some as well. Cloth and metal awnings shelter the entries. The rear elevation reveals 6:1 common bond brick and includes six-over-six metal windows (operation unclear). A stepped parapet distinguishes the roofline.

Also exhibiting Spanish Colonial detailing, the former Cavern Theatre at **105-111 South Canyon Street** is a large two-story building with a stucco exterior (Photo 3). Round finials crown the end parapet walls. A shed roof with tiles, perhaps pressed metal, caps the façade. The front elevation features plate glass windows on the street level and paired one-over-one double hung windows set in wood surrounds on the second story. A metal awning surmounts the storefront, and is tied to the façade with metal rods. A portion of the north elevation is visible, revealing single one-over-one double hung windows. Flared wood lintels mark all windows. This large building is divided into several retail spaces; each with their own storefront arrangement. Apparently, the projection booth is still visible upstairs. The retail space at 105 has a central recessed entry featuring a single-leaf door with transom. Large fixed glass windows are framed with black tile. A door leading to the upper floor is located in between this store and the next. It appears that the second floor retains original pressed tin ceiling with cornice. The space at 107 encompasses the most square footage, and includes a large expanse of fixed plate glass windows framing two single-leaf doors in the center. The storefront of 111 is the most altered.

Likely individually eligible, the Pate Building is an unusual interpretation of this style (Photo 4). Dating to 1934, the building has a U-Shaped plan with a central courtyard. The back section is two stories and has a gabled roof. Two projecting one-story wings create the shape. The wings have shed roofs, and include a combination

CONTINUATION SHEET

Property:

Section: 9 Page: 3

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of large twenty-pane and six-over-six double hung windows. The exterior is stucco with accents of terracotta tiles for steps, loggia floor, and door thresholds. The back building features a loggia defined by arches supported by short round columns on the first story, and a recessed balcony on the second story that overlooks the courtyard. The second story includes two doors framed by glass block sidelights and six-over-six double hung windows. The building has stepped parapet end walls, and exposed rafter tails accent the wide eaves. The courtyard is landscaped with shrubs and grass. Synthetic "terracotta" tiles cover the roof sections.

The U-shaped commercial complex at **102-104 West Fox Street** with a central courtyard reflects the Spanish Colonial Revival style as well (Photo 5). The one-story building has a white stucco exterior with wood trim and terracotta accents. A shaped parapet masks the flat roof. The projecting wings that front Fox Street include single-leaf, wood paneled doors flanked by glass block openings that rest on projecting sills. Terracotta roof sections cap the wings. The interior courtyard is brick with four Vitex (or Chaste) trees that create a canopy of shade. A combination of three, four, and five-over-one double hung windows provides light to interior office and retail spaces. The windows are set within wood frames. Wood paneled doors provide access from the courtyard. At the rear of the courtyard is a portal with a shed roof supported by wood posts and covered in terracotta tile. Another Spanish Colonial Revival-style complex centered around a courtyard is located at the corner of South Halagueno and Greene streets. This complex may have functioned as a hotel.

The two-story commercial building, originally housing the J. C. Penney Company, at **223 West Fox Street** is also influenced by the Spanish Colonial Revival style (Figure 7.1). The building stands at the corner of West Fox and South Canal streets. The north (front) and west elevations have a beige tiled base, and tiles frame large fixed plate glass windows on the first story of the north elevation. A double-leaf aluminum and glass door is centered on the façade. A corner tower capped by a low, hipped roof covered with terracotta tiles stands at the northwest corner (the intersection). The façade steps back on the second story, creating a recessed space that serves as a balcony. Five small metal casement windows are located here, and doors on either end provide access to the balcony from the second floor. A shed-roofed section at the northeast corner breaks up the long front elevation. Arched wood casement windows framed with tile and turned columns emphasize this bay. The west elevation features seven tiled circular surrounds on the second story—some include small metal casement windows, while others include brightly colored tiles in the shape of crosses. A single-leaf door is located on this elevation.

The early twentieth-century Pueblo Revival style was employed for several landmark buildings, including the Eddy County Courthouse, the Federal Building, the former Physicians and Surgeons Hospital, and the early 1950s Medical Arts Building. The Physicians and Surgeons Hospital at **201 Halagueno Street** is a one-story commercial building that combines elements of the Pueblo and Mission Revival styles (Photo 6). The exterior is white stucco with a taupe-colored base. The corner entrance at West Fox and South Halagueno is recessed with a single-leaf wood paneled door, and niches frame the entrance bay. Numerous metal casement windows are located on the north and south (rear) elevations. A curvilinear parapet and "vigas" (may actually be metal pipes representing traditional vigas) highlight the roofline. The east elevation includes large picture windows surmounted by wood lintels. The wood is currently covered with metal. This elevation includes a single-leaf paneled wood door and a small casement window as well. The west elevation joins a circa 1950s building to the west.

The Art Deco style can be seen on several commercial buildings. Built circa 1905, the IOOF Lodge at **213-215 West Mermod Avenue** is a two-story brick commercial structure enlivened by colored tile (Photo 7). Nearly the entire façade is covered with porcelain tile, predominantly a mint green outlined with terracotta-colored tiles.

CONTINUATION SHEET

Property:

Section: 9 Page: 4

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The terracotta tiles highlight all openings. Pale yellow tiles are located beneath the windows at street level. Additionally, a band of tile serves as a belt course between the first and second stories. Centered in the façade is IOOF in black on a pale yellow background outlined in terracotta tile. The first floor is divided into two office spaces—both with fixed plate glass windows, single-leaf aluminum and glass doors, and recessed tiled entries. A ca. 1950s gold waffled screen surmounts the businesses. At the west edge of the building is an early wood door that leads to stairs that access the second floor, presumably leading to the lodge space. An old Masonic sign is above the door. The second story has metal windows with five horizontal panes. The operation is unclear; it may either be hopper or awning operated. The top of the building—the cornice line—is stuccoed. Ghost marks appear to reveal a diamond-shaped tile pattern. The east elevation, which joins the alley, includes window openings that have been filled. Segmental arches and a decorative brick band highlight the openings. A brick belt course divides the floors.

The modest commercial building at **117 South Canyon Street** was built in 1928 and demonstrates Art Deco principles with a stucco exterior accented by black and pale yellow tiles (Photo 8). The deeply recessed central entry is framed by the tiles. Small rectangular display windows rest on the tile base. Small tiles in brown, black and peach line the entry vestibule floor. A flat metal awning ties into the façade with metal rods, and an older sign once lit by neon and exposed bulbs advertises the store.

The building at **118 West Mermod Avenue** is a fairly intact example of a more typical modest commercial resource (Photo 8). The façade of this one-story stucco building is divided into four bays. Each bay consists of a wood and glass single-leaf door flanked by one picture window (either to right or left of door). The section below each window includes a buff tile base. All openings have wood trim. Transoms surmount both windows and doors; some are operable. Screen doors cover the original wood doors. The Zia symbol is centered in the upper portion of the façade. Concrete coping outlines the stepped parapet roofline, and a metal awning spans the façade. The east elevation, which adjoins a service alley, reveals brick construction. The elevation includes a six-over-six double hung window and two other large window openings that are boarded. A segmental arch surmounts one. The interior includes several original wood and glass doors, as well as wood paneled partitions with upper glass panes separating some of the spaces.

In 1951, a new Cavern Theater was constructed at **210 North Canyon Street** (Figure 7.2). Although many historic buildings were modified in the 1950s, the theater is one of the last structures to be constructed within the district. The theater is housed in a two-story brick building with terracotta-colored brick with dark brown vertical and horizontal running bond rows that create shadow lines and add interest to the upper wall. The base of the façade is orange tile with a band of green tile accent. The play of horizontally and vertically is typical of theaters of this period and style. The recessed entryway includes a rounded ticket booth covered with mint green tile with yellow and orange accents. Double-leaf aluminum doors serve as the main entry. A marquee and blade sign announcing the theater is lit by neon and perpetuates the color theme. The north and south side elevations feature 8:1 common bond brick above a concrete base.

### Non-Contributing Resources

The district contains \_\_\_ non-contributing resources, most of which have received incompatible additions or materials that diminish their historic integrity. One example is the commercial building at 108 North Canyon Street (Photo 10). This building was constructed in the 1930s, but received modifications to its façade circa

**APPLICATION FOR REGISTRATION  
NEW MEXICO STATE REGISTER OF CULTURAL PROPERTIES**

**FORM A  
Revised 05/18/07**

**CONTINUATION SHEET**

**Property:**

**Section: 9 Page: 5**

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1970. There are also a few non-contributing resources that fall outside of the period of significance such as the Wells Fargo Bank on the corner of Canyon and West Fox streets.

**Registration Requirements:**

1. Built or modified between circa 1890 and 1959.
2. Period massing and form are unaltered, or if the building received additions, they do not overly detract from or mask the original form.
3. The character-defining details of a building's architectural style are intact or clearly evident even if modifications have occurred.
4. The majority of replacement windows are fitted to original openings. Overall, the façade retains original proportions of wall to openings.
5. Alterations must not substantially alter the setback and relationship of façade to street.

**APPLICATION FOR REGISTRATION  
NEW MEXICO STATE REGISTER OF CULTURAL PROPERTIES**

**FORM A  
Revised 05/18/07**

**CONTINUATION SHEET**

**Property:**  
**Section: 9 Page: 6**

Street Address	Const. Date – Original Function (If known)	Style	C/NC Status – Photo #
202 S. Main St.	Ca. 1970	Warehouse	NC
206 S. Main St.	Ca. 1970	Commercial	NC
208 S. Main St.	Ca. 1930	Commercial	C
211 S. Main St.	Ca. 1945	Commercial	C
101 S. Canyon ERA Mont Real Estate	Ca. 1970	Modern Commercial	NC
102-108 S. Canyon St. (117 W Mermod)	Ca. 1932	Spanish Colonial Revival	C, # 2
105-111 S. Canyon St.	1916, former Cavern Theater	Spanish Colonial Revival Commercial	C, # 3
110 S. Canyon St.	Ca. 1960, Lehman's Paint	Commercial	NC
112 S. Canyon St.	Ca. 1950, ca. 2000	Commercial	NC
113 S. Canyon St.	Ca. 1955 (remodel)	Commercial	C
114-116 S. Canyon St.	Ca. 2000 (remodel)	Commercial	NC
115 S. Canyon St.	Ca. 1955 (remodel)	Commercial	C
117 S. Canyon St.	1928	Art Deco	C, # 8
121 S. Canyon St. (check add, Jill's)	Ca. 1950	Commercial	C
120 S. Canyon St.	Ca. 1950	Commercial	C
122 S. Canyon St.	Ca. 1930	Spanish Colonial Revival	C
124 S. Canyon St.	Ca. 1930	Spanish Colonial Revival	C
127 S. Canyon St. W. Commerce Bank	Ca. 1980	Commercial	NC
128 S. Canyon St. (114 W Fox)	Ca. 1930	Spanish Colonial Revival	C
207 S. Canyon St.	Ca. 1930	Commercial	C
209 S. Canyon St.	Ca. 1930	Decorative Brick Commercial	C
213 S. Canyon St.	Ca. 1930	Commercial	C
215 S. Canyon St.	Ca. 1930	Commercial	C
217-217 ½ S. Canyon St.	Ca. 1930	Commercial	C
219 S. Canyon St.	1893, Ca. 1930, Osborne Building	Commercial	C
221 S. Canyon St.	Ca. 1955	Commercial	C
223 S. Canyon St.	Ca. 2008 (remodel) Masonic Lodge	Commercial	NC
108 N. Canyon St.	Ca. 1930, 1970 (remodel)	Commercial	NC, # 10
102-104 N. Canyon St.	Ca. 1905-1907	Decorative Brick Commercial	C
110-110 ½ N. Canyon St.	Ca. 1930	Commercial	C
112 N. Canyon St.	Ca. 1940, Bujac Building	Pueblo Revival	C
116 N. Canyon St.	Ca. 1940	Commercial	C ?
120-124 N. Canyon St.	1934, Pate Building	Spanish Colonial Revival	C, # 4
126 N. Canyon St.	Ca. 1970	Commercial	NC
128-134 N. Canyon St.	1937, Westfall Building	Spanish Colonial Revival	C
Juv Detention, 201 N. Canyon	Ca. 1990	Modern Commercial	NC
210 N. Canyon St.	1951, Cavern Theater	Art Deco	C
102 N. Canal St.	Eddy County Courthouse	Pueblo Revival	NR
105 N. Canal St.	Ca. 1940, ca. 1980 (remodel)	Modern Commercial	NC
107 N. Canal St.	Ca. 1980	Modern Commercial	NC
109 N. Canal St.	Ca. 1980	Modern Commercial	NC
111 N. Canal St.	Ca. 2000	Modern Commercial	NC
101 S. Canal St.	Ca. 1975, Gaffney/Mit Bldg.	Commercial	NC
102 S. Canal St.	Ca. 1965	Commercial	NC

**APPLICATION FOR REGISTRATION  
NEW MEXICO STATE REGISTER OF CULTURAL PROPERTIES**

**FORM A  
Revised 05/18/07**

**CONTINUATION SHEET**

**Property:**  
**Section: 9 Page: 7**

Street Address	Const. Date – Original Function (if known)	Style	C/NC Status – Photo #
108 S. Canal St.	Ca. 1965	Commercial	NC
121 S. Canal St.	Ca. 1980 (remodel)	Commercial	NC
201 S. Canal St.	1890, Carlsbad National Bank & Carlsbad Irrigation District Bldg.	Romanesque Revival	NHL, # 1
101 N. Canal St. (TrueVal)	Ca. 1930	Art Deco	C
106 S. Halagueno St.		Commercial	C
110 S. Halagueno St.	Ca. 1950, Medical Arts Building	Pueblo Revival	C
114 S. Halagueno St.	Federal Building	Pueblo Revival	NR
201 S. Halagueno St.	1937, Physicians & Surgeons Hosp	Pueblo/Mission Revival	C, # 6
209 S. Halagueno St.	Ca. 1940-1960	Modernist	C
211 S. Halagueno St.	Ca. 1940	Art Deco	C
202 W. Stevens St., Carlsbad National	Ca. 1980	Modern Commercial	NC
208 W. Stevens St.	Ca. 1940, ca. 1980 (remodel)	Vernacular	NC
212 W. Stevens St.	Ca. 1980	Commercial	NC
102 W. Mermoad Ave.	Ca. 1940, ca. 2008 (remodel)	Commercial	NC
103-107 W. Mermoad Ave.	Ca. 1980	Commercial	NC
109 W. Mermoad Ave.	Ca. 1940	Warehouse	C
118 W. Mermoad Ave.	Ca. 1935	Commercial	C, # 9
213-215 W. Mermoad Ave.	Ca. 1905, ca. 1940, IOOF Lodge	Art Deco	C, # 7
217-219 W. Mermoad Ave.	Ca. 1927, Ca. 1950, McCord Building	Commercial	C
314 W. Mermoad Ave.	Ca. 1930, ca. 1980 (remodel)	Commercial	NC
318-320 W. Mermoad Ave.	Ca. 1930	Decorative Brick Commercial	C
323 W. Mermoad Ave.	Ca. 1970	Commercial	NC
102-104 W. Fox St.	Ca. 1930	Spanish Colonial Revival	C, # 5
112 W. Fox St.	Ca. 1935	Commercial	C
Wells Fargo, 115 W. Fox	Ca. 2000	Modern Commercial	NC
201 W. Fox St.	Ca. 1990	Modern Commercial	NC
203 W. Fox St.	Ca. 1960	Commercial	NC
205 W. Fox St.	Ca. 1930	Spanish Colonial Revival	C
209 W. Fox St.	Ca. 1930	Art Deco/Spanish Colonial Revival	C
211 W. Fox St.	Ca. 1930	Art Deco/Spanish Colonial Revival	C
213 W. Fox St.	Ca. 1955 (remodel)	Commercial	C
215 W. Fox St.	Ca. 1940	Pueblo Revival	C
223 W. Fox St.	1947-1948, J.C. Penney	Spanish Colonial Revival	C
225 W. Fox St.	Old City Hall		NC
302 W. Fox St.	1916, National Guard Armory	Armory, Medieval	C
311-313 W. Fox St.	Ca. 1940	Commercial	C
Greene St.	Ca. 1940	Spanish Colonial Revival	C
301 S. Canyon St.	Ca. 1952, Skeen Furniture & Garage	Commercial	(2) C
101 W. Greene	Ca. 1980, Eddy Cty. Adm. Complex	Modern	NC
Greene St.	Ca. 1990	Gas Station	NC
Greene St.	Ca. 1940	Warehouse	C
East Fox	Ca. 1930, Carlsbad Depot & Outbldg.	Pueblo	(2) C
107 East Fox St.	Ca. 1930, El Grande Distributors	Commercial	C

CONTINUATION SHEET

Property:  
Section: 9 Page: 8

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Figures



**Figure 7.1**  
**J.C. Penney Company Building**

*To come later*

**Figure 7.2**

CONTINUATION SHEET

Property:  
Section: 12 Page: 1

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**Statement of Significance**

Known as the "Pearl of the Pecos," Carlsbad is located on the banks of the Pecos River in southeastern New Mexico. The Eddy County seat moved from Seven Rivers to Carlsbad in 1890, and the following year, the Pecos Valley Railroad arrived. These events spurred development, and soon the town offered many amenities and services. From very early on, the forefathers of Carlsbad—Charles Eddy, J.J. Hagerman, and others—saw the potential in this location. Initially developed for agricultural purposes, the men initiated an extensive irrigation system, consisting of several dams along the Pecos, miles of canals, and a flume. The system would eventually irrigate over 25,000 acres of surrounding land. Known as the Carlsbad Irrigation District since 1932, this system has been the bedrock of the community—not only a source of mass irrigation, but also of recreational pursuits. To this day, Carlsbad retains its ranching and farming roots.

Worldwide, Carlsbad is probably most famous for the Carlsbad Caverns, designated a national park in 1930. As a result, the town has spent much of its history as a major tourist destination with over 600,000 visitors annually. The Caverns also serve as a base for the local economy, not only bringing in tourist dollars but also employing thousands from the area.

With the discovery of potash in 1925, mining was also a mainstay in the local economy until the late 1960s, bringing in more than two billion dollars in revenue. Unlike neighboring Hobbs or Artesia, oil and gas never became a driving force in the economy.

The period of significance for the Carlsbad Downtown Historic District begins in 1890 with the construction of the First National Bank (later known as the Carlsbad Irrigation District building) and ends in 1959, the fifty-year threshold for the State Register of Cultural Properties. Some of the buildings were remodeled in the 1950s, but most retain an appropriate scale and architectural details that contribute to the district. The district is eligible for listing in the State Register under Criterion A for Community Development and Planning and Criterion C for Architecture. The district retains integrity of design, materials, craftsmanship, setting, and associations.

**Historic Context**

Prior to the arrival of Anglo and Hispanic settlers, various Indian tribes were living in the region, including the Mescalero-Apache and the Pecos Indians. Texas ranchers began to explore the area in the 1840s, but the Indian presence curtailed prolonged settlement until after the Civil War. The presence of military patrols and the adoption of the Homestead Act of 1862 encouraged frontier ranches and farms, serving as the base economy in the late nineteenth century. The Homestead Act offered 160 acres of land in the western states to any citizen or potential citizen over the age of twenty-one that intended to settle the land. Homesteaders were required to live on the land and make modest improvements for five years prior to receiving title. The act was amended in the late 1880s to shorten the period before title.

**Guadalupe Mountain settlement...**

In 1866 Charles Goodnight and Oliver Loving established the famous cattle trail up the Pecos River from Texas to Wyoming. The following year, John Chisum founded a large ranching headquarters around present-day Artesia. The arrival of John A. and Charles B. Eddy, New Yorkers who established the Eddy-Bissell Livestock Company near Carlsbad in 1884, created the impetus for development of the Carlsbad area.

CONTINUATION SHEET

Property:

Section: 12 Page: 2

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Ranching was often a challenging livelihood. Thirty-five percent of all cattle in the region perished in the "Big Die" of 1884–1886, which was caused by overstocking, freezing temperatures, and drought.<sup>1</sup> This tragic event led many to reconsider the dominance of ranching, and ultimately convinced Charles Eddy to diversify and form the Pecos Valley Land and Ditch Company to provide irrigation for large-scale farming. Pat Garrett, a prominent lawman and businessman of the time, was a partner in the company. The men began construction of a spectacular irrigation project that included dams, miles of canals, and a wooden flume. Irrigation would become key to Carlsbad's history.

Carlsbad was originally named Eddy after its founders. In *The Place Names of New Mexico*, Robert Julyan relays the story of a gathering of the town's organizers along the banks of the Pecos River, the breaking of a bottle of champagne, and with that, the establishment of Eddy. In 1888 Charles Eddy laid out the town, and during the next two winters proceeded to plant thousands of cottonwood trees in the area, giving this arid settlement a verdant setting. The label, "Pearl of the Pecos," originated as early as 1889.<sup>2</sup>

At the urging of Charles Eddy, James J. Hagerman—builder, speculator, and businessman—arrived in Eddy (Carlsbad) in 1889. Hagerman is also responsible for much of the area's development and was instrumental in the railroad's arrival. After graduating from the University of Michigan, Hagerman began his early career working on steamer ships on the Great Lakes, and then became involved in lucrative mining endeavors and railroad construction across the west. He spent his last twenty years dedicated to the development of the Pecos Valley—work that his son Percy Hagerman said, "he never should have undertaken and which crowned his life with a series of disappointments in both men and thing."<sup>3</sup>

By referendum, Eddy became the Eddy County seat in 1890, moving it from Seven Rivers located approximately twenty miles to the north. Construction began on a county courthouse, telegraph services, a power plant, a hotel, and other major infrastructure projects. The First National Bank opened in 1891.

On January 10, 1891, the Pecos River Railway arrived in Eddy to celebratory fanfare. Referring to the event, the citizens wrote: "None of the notable achievements of your (J.J. Hagerman) life are greater than this which has changed the wilds of the mesas and the loneliness of the desert to the peaceful and prosperous agriculture and fruit growing country."<sup>4</sup>

Designated trains offering reduced rates brought Easterners, and even Europeans, willing to invest in Pecos Valley land, and promotional brochures were disseminated to entice settlers to the area. One such brochure stated: "With an abundance of good water at command, a soil that might be used elsewhere with profit as a fertilizer, a climate of matchless geniality...the Pecos Valley is destined to become one of the most remunerative farming and fruit-growing regions within the limits of the United States."<sup>5</sup> Early on, crops included a multitude of fruit trees, sugar beets, alfalfa, as well as other feed crops.

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<sup>1</sup> Southeastern New Mexico Historical Society (SNMHS), *Eddy County New Mexico: to 1981*, (Lubbock, Texas: Craftsman Printers, Inc., 1982), 14.

<sup>2</sup> Robert Julyan, *The Places Names of New Mexico*, (Albuquerque: University of New Mexico Press, 1998), 64.

<sup>3</sup> Percy Hagerman, "James John Hagerman: A Sketch of his Life," October 1932 found in the Francis G. Tracy Papers. MS 246, Box 23, Folder 2. Archives and Special Collections. New Mexico State University Library.

<sup>4</sup> SNMHS, 23-24.

<sup>5</sup> *Ibid*, 18.

CONTINUATION SHEET

Property:

Section: 12 Page: 3

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In the early 1890s, Hagerman encouraged a group of Swiss settlers to establish farms and homesteads in the Loving area, roughly twelve miles south of present-day Carlsbad. Italian settlers developed farms in Malaga, three miles south of Loving. Referring to the Swiss immigrants, the *Eddy-Argus* wrote: "They are to be a desirable class of immigrants, being intelligent and well supplied with money."<sup>6</sup>

By 1894, the railroad extended their line to Artesia and Roswell. The irrigation project created the momentum for bringing the railroad to Eddy.<sup>7</sup> The Atchison, Topeka, and Santa Fe Railroad acquired the line after the turn of the century.<sup>8</sup>

The irrigation project continually faced sizable problems, including major floods in 1893 and 1904 that destroyed many of the structures. For example, the present concrete flume was erected in 1903 to replace the original wooden flume that was severely damaged by floodwaters (Figure 8.1). From the beginning, costs were underestimated, while the amount of land that could be placed under irrigation was grossly overestimated.<sup>9</sup> Soils and geology were also misunderstood.

The settlement remained Eddy until a spring purportedly sharing the same minerals as a famous resort and spa known as Karlsbad in former Czechoslovakia was discovered northwest of town. Additionally, Charles Eddy and John Hagerman had a major disagreement, resulting in Eddy's departure from Eddy. Eddy never returned to the town again. In 1898 Hagerman also left Eddy for Roswell. In 1899, the citizens of Eddy agreed to change the town's name to Carlsbad.

Spearheaded by Francis G. Tracy, a prominent local citizen, local farmers petitioned the U.S. government for assistance and intervention with the troubled irrigation system. An avid promoter of westward expansion, President Theodore Roosevelt sent members of the newly formed Reclamation Service (later Bureau) to address the problems and determine solutions. In 1907, the Reclamation Service took over management of the irrigation district, locating their offices in "the old bank building on the corner of Fox and Canal."<sup>10</sup> Additionally, they studied the soil, the substructure, and drainage to determine the best crops and advise on crop rotation. The Service set up experimental farms and established the New Mexico College of Agricultural and Mechanic Arts in Las Cruces to aid this effort. By 1921, the Reclamation Service had constructed or was in the process of constructing twenty-one projects in fifteen states.<sup>11</sup>

The Carlsbad area was not all about irrigation works. In 1925 when drilling for oil, substantial deposits of potash were discovered. Potash is derived from deposits containing various compounds of potassium, and used to manufacture glass, soap, and fertilizers. Both Artesia and Carlsbad became leaders in mining, extracting, and processing potash. In the early twentieth century, Germany was the only known source of commercial potash, and World War I highlighted the urgency of the U.S. finding its own reliable source. In 1929 Carlsbad began mining the compound.<sup>12</sup> Profitable businesses such as the U.S. Potash Company and the U.S. Borax and Chemical Company were established. Over its history, potash mining has grown the Carlsbad

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<sup>6</sup> Ibid, 14.

<sup>7</sup> Ibid, 20.

<sup>8</sup> Ibid, 38-40.

<sup>9</sup> Francis G. Tracy Papers. MS 246, Box 23, Folder 2. Archives and Special Collections. New Mexico State University Library.

<sup>10</sup> SNMHS, 19.

<sup>11</sup> "Reclamation Projects and Business," ca. 1921, Francis G. Tracy Papers. MS 246, Box 19, Folder 1, Archives and Special Collections, New Mexico State University Library.

<sup>12</sup> Ellen Hopkins, *Yates: A family, a company, and some cornfield geology*. Artesia: Yates Drilling Co., 43-44.

CONTINUATION SHEET

Property:

Section: 12 Page: 4

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economy by two billion dollars.<sup>13</sup> In order to quickly and properly transport this material, a narrow-gauge railroad line—perhaps the last in the United States, but definitely the last in New Mexico—was constructed.<sup>14</sup>

### Carlsbad Caverns and the White City

The town of Carlsbad is best known for Carlsbad Caverns, located roughly twenty miles to the south, in the Guadalupe Mountains. As evinced by drawings on the cave walls, Indians explored the caverns over 1,000 years ago. In the 1800s, settlers were led to the caves by bat flight as thousands emerged in the evening hours. In 1901 Jim White, a cowboy in the area, became fascinated with the underground labyrinth and spent decades exploring the Caverns. Guano mining began in 1902 with shipments of the natural fertilizer being sent to California for the citrus crops.

In 1915 local photographer Ray V. Davis, who took some of the first black and white images of the Caverns, accompanied White on one of his trips, and this event would begin the promotion of the caverns as a destination in such publications as *National Geographic* and the *New York Times*. Skeptics continued to abound. However, in 1922, the National Geographic Society headed an expedition into the Caverns, and after much publicity, the U.S. Department of Interior sent Inspector Robert Holley to see the site in 1923. Following his visit, Holley wrote: "I am wholly conscious of the feebleness of my efforts to convey in words the deep conflicting emotions, the feeling of fear and awe, and the desire for an inspired understanding of the Divine Creator's work which presents to the human eye such a complex aggregate of natural wonders."<sup>15</sup> That year, President Coolidge declared Carlsbad Caverns a national monument. White City was established at the Walnut Canyon entrance of the Caverns in 1928, and in 1934 an improved road to the Caverns truly opened opportunity for visitation, placing the site as a major tourist destination.<sup>16</sup> In 1995, the Carlsbad Caverns were designated a World Heritage Site.

### Businesses of Carlsbad

In addition to the tourism brought in by the Caverns, there were a range of businesses in downtown Carlsbad that provided services and amenities to the community, including banks, theaters, furniture companies, department stores, and even a hospital. The district includes several federal and county buildings, including the Eddy County Courthouse and the Federal Building. The following examples provide insight into the composition of commercial enterprises within the district:

E. Krause and contractors Caple and Hammer designed and constructed the First National Bank building (later known as the CID building) in the 1890. The building served as the headquarters for the Carlsbad Irrigation District for over a century, roughly from 1907 to 2007. The building is currently undergoing a magnificent rehabilitation.

Howard Kerr, an early Carlsbad magnet, built several buildings within the district. The Spanish Colonial Revival style building at 102-108 South Canyon housed the Wertheim Furniture Company between 1942 to the 1970s.

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<sup>13</sup> Terry Marshall, *Carlsbad*, 9-12.

<sup>14</sup> David Myrick, *New Mexico's Railroads—An Historical Survey*, Golden: Colorado Railroad Museum, 44-47.

<sup>15</sup> National Park Service, *Carlsbad Caverns* (brochure), 2007.

<sup>16</sup> Marshall, 15.

**APPLICATION FOR REGISTRATION  
NEW MEXICO STATE REGISTER OF CULTURAL PROPERTIES**

**FORM A  
Revised 05/18/07**

**CONTINUATION SHEET**

**Property:**

**Section: 12 Page: 5**

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The building also included the Southwestern Public Service office in the 1940s and 1950s. Kerr also built the J.C. Penney Company department store on West Fox Street in the late 1940s.

Dr. Frank H. Austin built the Pueblo Revival-style Physicians and Surgeons Hospital, located at the corner of West Fox and Halagueno streets, in 1937. The facility maintained twenty-four beds and operated until 1957. Various offices have been located here since the late 1950s.

E.T. and W.E. Carter built the building at 105-111 South Canyon Street after 1916. The street level served as retail space, while the second floor housed professional offices. The space at 105 functioned as the Cavern Theatre, featuring Spanish language films, until the 1940s. Other occupants have included: Mandell's Men's Clothing; Fair's Shoes; C.R. Anthon Company Department Store (#107, 1950s-1980s); McAdoo Drug; Jackson Drug Company; the Body Shop Gym; Gard'n Gate Antique Mall; Etc Gifts & Décor; and Cone Jewelers. The 1951 Cavern Theater on North Canyon Street replaced the former operation. Original murals survive on the ceiling of the new building, but the theater is not in operation at this time.<sup>17</sup>

*(I will expand this section for the final.)*

**Then and Now**

Known widely for the Carlsbad Caverns and the Carlsbad Irrigation District, the town and surrounding area have largely remained a ranching and farming community. Potash, and to a lesser extent oil, also provided revenue for the town. The establishment of the Waste Isolation Pilot Plant (known as WIPP)—the first “experimental” nuclear waste disposal site in the U.S.—boosted the local economy in the 1990s.

The Carlsbad Downtown Historic District is eligible for listing in the State Register under Criteria A and C. The district preserves important buildings from the late nineteenth and early twentieth centuries to buildings that received “updates” in the 1950s, but still maintain a sense of scale and detail that befits the historic core.

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<sup>17</sup> Various *Carlsbad City Directories*, 1939 to mid-1950s.

**APPLICATION FOR REGISTRATION  
NEW MEXICO STATE REGISTER OF CULTURAL PROPERTIES**

**FORM A**  
Revised 05/18/07

**CONTINUATION SHEET**

**Property:**

**Section: 12 Page: 6**

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**Bibliographical References**

*Not yet compiled. See footnotes.*

**APPLICATION FOR REGISTRATION  
NEW MEXICO STATE REGISTER OF CULTURAL PROPERTIES**

**FORM A**  
Revised 05/18/07

**CONTINUATION SHEET**

**Property:**

**Section: 12 Page: 7**

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**Photographs**

*The following information pertains to all photographs unless otherwise noted:*

Name of District: Carlsbad Downtown Historic District

Location: Carlsbad, New Mexico

Photographer: Heather Barrett

Date taken: 2008 and 2009

Location of Negatives: New Mexico Historic Preservation Division, Santa Fe

*Submitted with final nomination. See Temp Photos.*

**TEMP PHOTOS**



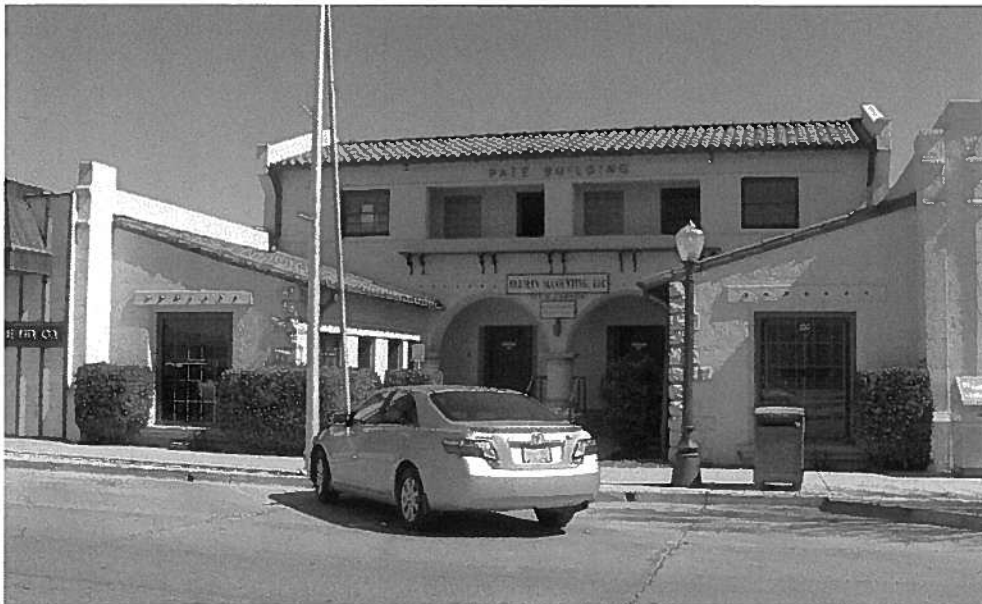
**Photo 1**  
**First National Bank/Carlsbad Irrigation District Building**



**Photo 2**  
**102-108 South Canyon St.**



**Photo 3**  
**Former Cavern Theater, 105-111 South Canyon Street**



**Photo 4**  
**Pate Building, 126 North Canyon Street**



**Photo 5**  
**102-104 West Fox Street**



**Photo 6**  
**Former Physicians and Surgeons Hospital**



**Photo 7**  
**IOOF Lodge, 213-215 West Mermod Avenue**



**Photo 8**  
**117 South Canyon Street**



**Photo 9**  
**118 West Mermod Avenue**

REVISED BOUNDARIES FOR FINAL. THIS WILL SERVE AS BASE MAP.



MAP 1  
CITY OF CARLSBAD - DOWNTOWN DISTRICT

CITY OF CARLSBAD  
Engineer's Department  
04-15-08

